

Note: Answer any 4 full questions from Question No.1 to 7

Question No. 8 is compulsory.

All questions carry equal marks

1.

- a) Define Brand? (3)
- b) Describe the functions of brand managers? What are the essential differences between brand management & product management? (7)
- c) Briefly explain growing importance of branding in Indian Market? (10)

2.

- a) What is brand dilution? (3)
- b) Explain in detailed the strategies adopted by the marketer in the brand life cycle? (7)
- b) What are the advantages & disadvantages of celebrity endorsement? Explain with examples. (10)

3.

- a) What do you mean by Co-Branding? (3)
- b) Explain in detailed the factors involved as a part of legal considerations for branding? (7)
- c) What is Brand Identity? Briefly explain sources of brand Identity? (10)

4.

- a) What do you by corporate Brand? (3)
- b) What is Brand Loyalty? Explain with examples. (7)
- c) What is Brand Equity? Explain how companies build "Brand Equity". (10)

5.

- a) What is Brand Imitation? (3)
- b) What are the courses of measuring brand equity? (7)
- c) What do you mean Brand Positioning? What different strategies of brand positioning? (10)

6.

- a) What do you mean by global brand? With examples? (3)
- b) If you are brand manager of Nokia Mobile phone, what are the strategies adopted by you for brand repositioning? (7)
- c) What is Brand Personality? How marketers build brand personality? (10)

7.

- a) What do you mean by First Mover Advantage? (3)
- b) What are the factors to be considered by a Brand Manager for selection of a good brand Name? (7)
- c) What are Brand Extensions / stretching? What are its advantages & disadvantage? (10)

8. CASE STUDY 20 Marks